

| Ref # | Hits | Search Query | Dbs | Default Operator | Plurals | Time Stamp |
|-------|------|---|--------------------|------------------|---------|------------------|
| L1 | 1148 | ((target\$3 custom\$6 personal\$7 individual\$7 optim??\$5 focus?\$2) NEAR3 (adverti??\$5 ad ads promo\$1 promotion\$2 incentive\$1 coupon\$1)) AND (display\$3 WITH (mail\$1 (public ADJ (transportation place\$1 carrier\$1) bar\$1 store\$1 airport\$1)) AND (group\$1 audience) AND (wireless PDA mobile ((passive RFID RF) ADJ tag\$1)))) | US-PGPUB; USPAT | OR | OFF | 2004/09/21 20:07 |
| L3 | 6 | ((target\$3 custom\$6 personal\$7 individual\$7 optim??\$5 focus?\$2) NEAR3 (adverti??\$5 ad ads promo\$1 promotion\$2 incentive\$1 coupon\$1)) SAME (display\$3 WITH (mail\$1 (public ADJ (transportation place\$1 carrier\$1) bar\$1 store\$1 airport\$1)) SAME (group\$1 audience) SAME (wireless PDA mobile ((passive RFID RF) ADJ tag\$1)))) | US-PGPUB; USPAT | OR | OFF | 2004/09/21 19:54 |
| L5 | 21 | ((target\$3 custom\$6 personal\$7 individual\$7 optim??\$5 focus?\$2) NEAR3 (adverti??\$5 ad ads promo\$1 promotion\$2 incentive\$1 coupon\$1)) SAME (display\$3 WITH (mail\$1 (public ADJ (transportation place\$1 carrier\$1) bar\$1 store\$1 airport\$1)) SAME (wireless PDA mobile ((passive RFID RF) ADJ tag\$1)))) NOT 3 | US-PGPUB; USPAT | OR | OFF | 2004/09/21 19:55 |
| L6 | 6 | 5 AND (@ad<"20000418" @riad<"20000418") | US-PGPUB; USPAT | OR | OFF | 2004/09/21 19:58 |
| L7 | 3 | (5 NOT 6) AND (@ad<"20010418" @riad<"20010418") | US-PGPUB; USPAT | OR | OFF | 2004/09/21 20:08 |
| L8 | 499 | ((target\$3 custom\$6 personal\$7 individual\$7 optim??\$5 focus?\$2) WITH (adverti??\$5 ad ads promo\$1 promotion\$2 incentive\$1 coupon\$1)) SAME (display\$3 WITH (mail\$1 (public ADJ (transportation place\$1 carrier\$1) bar\$1 store\$1 airport\$1)))) NOT (6 7) | US-PGPUB; USPAT | OR | OFF | 2004/09/21 20:03 |
| L9 | 38 | 8 AND ((collect\$3 gather\$2) WITH (group\$1 audience persons people) WITH (data information purchas?\$2 demograph?\$5)) | US-PGPUB; USPAT | OR | OFF | 2004/09/21 20:06 |
| L10 | 21 | 9 AND (wireless PDA mobile ((passive RFID RF) ADJ tag\$1)) | US-PGPUB; USPAT | OR | OFF | 2004/09/21 20:07 |
| L11 | 15 | (10 NOT (3 6 7)) AND (@ad<"20010418" @riad<"20010418") | US-PGPUB; USPAT | OR | OFF | 2004/09/21 20:14 |

identifiers Carbox (278 pat.)